

Influences of Brand on Hospital Performance and Patient Behavioral Expectations

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ABSTRACT

Increasing number of Hospital in Asia at the present triggers hospital to build a marketing strategy. Hospital branding is one of the chosen way for marketing which giving benefits for internal and externals. This study aims to identify the influences of brand on hospital performance and patient behavioral expectations. The research method is literature review with 7 included studies. Research related to branding in the field of healthcare services was searched using valid keywords, including hospital branding, hospital, patient combined with keywords such as the effect dan the influence, dan melalui berbagai database. (mis. Google Scholar, Emerald, Scopus). A total 7 articles were selected to be studied in literature review. From these studies we have managed to categories the influences of brand on hospital performance and patient behavioral expectation and reported on three categories, including the influences of brand on hospital performance, on patient behavioral expectation, and medical team in referral. From these studies we have managed to categorize even practical considerations that is considered as influence of brand on hospital performance and patient behavioral expectation are influence of brand on hospital performance, influence of brand on patient behavioral expectation, Medical team in referral.

Keywords: *performance; hospital; patient behavioral.*

INTRODUCTION

Solayappan A. et al (2010) found that brand consideration is having a high level of positive relationship with brand preference. Brand image significantly influences patient satisfaction. Brand preference, patient satisfaction and brand image are the factors that highly contributed to brand loyalty. The behavioral intention of the patient is influenced by brand loyalty and brand image. Because of their loyalty, they highly recommend the brand to their friends, relatives and others also. Apart from that, when the need arises, they would like to revisit the same branded hospital. This hospital is loyal in terms of their services, it is a very trusted brand in terms of promised services, and hence patients highly favored this brand. The research confirms the advantage of concepts such as brand identity. Brand image loyalty and satisfaction are the clear insight of the customer's relationship with the brand. The importance of the patient satisfaction, loyalty and trust seems to indicate that patients build their trust on the quality of the brands. In contrast, other

dimensions are negligible. Hence, the hospital service providers must take care to build trust in terms of satisfaction. Brand-Customer Relationship relies on every tough point of the hospital services.

THEORETICAL REVIEW

According to research by Khosravizadeh O. et al (2017), key dimensions of healthcare branding Dimensions are a set of variables considered in branding patterns of healthcare in hospitals and medical centers each of which has a series of subfactors that are described in details:

1. Brand equity
Brand equity is an important dimension and the final result of a successful branding. The followings are some effective factors for brand equity: brand awareness, transactional/transformational leadership, ethical dimension, patient's service quality, brand association, brand trust, brand loyalty, authenticity, innovation (product, service, and process), marketing innovation, and brand

- image. Moreover, creating healthcare brand equity can affect these factors: hospital image, intention to pursue job opportunity, improving hospital efficiency and productivity, and patient's willingness to revisit the hospital.
2. Brand loyalty
Brand loyalty is one of the main strategies to create patient's willingness to revisit the hospital. On the other hand, it has a strong positive effect on creating brand equity. The followings are some effective factors for patient loyalty to healthcare brand: brand image, patient's satisfaction, brand attitude, brand trust, advertising, perceived quality, brand association, and relationship commitment.
 3. Brand image
This dimension creates a positive view in patients to choose the right healthcare center for receiving service. In fact, positive image of a hospital affects brand awareness toward revisiting the hospital. It also promotes efficiency and financial performance of a hospital. Some reviewed articles indicated that brand image has an influence on brand loyalty and brand equity. The followings are some effective factors for creating a pleasant brand image: hospital-created social media, word-of-mouth, quality medical personnel, tangible and critical service lines, and perceived quality.
 4. Brand awareness
One of the dimensions that affect the success of branding is creating brand awareness. In fact, patients who visit hospitals should know and understand what healthcare branding is and what its features are so that they can get the best services fit their characteristics. Studies indicated the positive impact of brand awareness on brand equity. Perceived service quality, social responsibility, and commercial service are also effective on brand awareness.
 5. Brand trust
Brand trust is known as a guarantee for the performance of a brand. In fact, this dimension is the matter of how successful a brand is in achieving its goals, as well as how honest the brand is in its performance. The effect of brand trust on brand equity, brand loyalty, and brand advocacy. It also brings about a willingness to use a particular service. On the other hand, perceived interactivity, brand satisfaction, and regulatory fit have impact on brand trust.

6. Other branding dimensions
The followings are other branding dimensions that were evaluated in the reviewed studies: brand mark, brand promise, brand positioning, brand advocacy, brand attitude, brand personality, brand satisfaction, brand resonance, brand choice, and brand performance Branding strategy, branding process

Study by Ansari A. et al (2017) indicate that brand image has a positive effect on brand attachment, brand attitude, and brand awareness. Brand image appears to have a strong influence on brand equity. The results of this study verify the mediating role of brand attachment and brand attitude. These constructs were found to partially mediate the effect of brand image on brand equity. Based on our findings, we can conclude that brand attachment and attitude are important elements relative to brand awareness in order to generate strong brand equity. The brand concepts (i.e., brand image, brand attachment, brand attitude, brand awareness, and consumer-based brand equity) are interrelated. Brand image boosts brand equity, and this is mediated by brand attachment and brand attitude. Brand image, attachment, and attitude are prerequisites of consumer-based brand equity. In addition, brand image is an antecedent of brand attachment, brand attitude, and brand awareness.

RESEARCH METHODOLOGY

Search Strategy

The present literature review was carried out between 2010 and 2019, attempting to identify the impact of hospital brand strategy for hospital quality and patient loyalty. Keywords such as hospital branding, hospital, patient, combined with keyword such as the effect dan the influence,dan melalui berbagai database. (mis. Google Scholar, Emerald, Scopus).

Eligibility criteria For the selection of articles related to research area, the inclusion criteria were

- (1) studies done in the field of healthcare branding during the last 10 years,
- (2) all sectional descriptive and analytical studies with different methodologies, and
- (3) only English studies.

The exclusion criteria were

- (1) studies in branding related to other service areas,
- (2) studies in branding related to pharmaceutical products and public health, and
- (3) articles whose full text was not easily accessible.

Quality Assessment

After articles were downloaded and extracted in specified databases, they were evaluated using descriptive, analytical study checklist and articles without required quality for reporting were excluded.

Data Extraction

After evaluating the quality of the extracted articles, 7 of them were selected. The required data including author/publication year, setting, topic area, research design, and important results were extracted in the form of a table.

RESULTS AND DISCUSSION

Summary of reviewed articles after evaluating the extracted articles and screening in terms of relevance and quality, 7 articles were selected to be studied. These studies were carried out between 2010 and 2019 in different parts of the world.

Regarding target population, 6 of the studies were done in hospitals and 1 of them in all healthcare facilities. In terms of the understudied countries, almost a half of the studies (42,86%) are related to Iran. Moreover, the most frequent research method in the reviewed articles was quantitative study. Almost a half of the studies (42,86%) have been done in 2017. Table 1 provides the data.

Table 2 shows the included studies methodology, variables, analysis and positive–negative results of each articles. A multitude of different methods of analysis had been obtained from the studies.

From these studies we have managed to categorize even practical considerations that is considered as influence of brand on hospital performance and patient behavioral expectation are:

A. Influence of Brand on Hospital Performance

- Improving quality of objects
The technical quality of the treatment that the patient receives during a hospital visit.
- improving quality of process,

The quality of process refers to functional quality, and functional quality provides the effective and efficient technical or core quality process. Quality health-care activities can reduce waiting times and improve the speed at which desired medical activities are performed. The quality of process is the core evaluation part of patient expectations

- Improving quality of infrastructure,
Quality of infrastructure refers to the basic resources which are essential for the provision and performance of health-care services. It includes both tangible and intangible resources. The intangible resources such as internal competence, skill, experience that hospital is a pleasant place, technology, motivation, leadership, attitude and, most importantly, patient handling impart the quality infrastructure and create satisfaction.
- Improving quality of interaction
At health-care organizations, quality and desired interaction (e.g. scheduled check-ups, scheduled clinical tests, financial exchange, social exchanges, etc.) create the bases for satisfaction, which lead to patient retention). (Zineldin, 2000)
- Improving perceived service quality
With strong points and titles earned by hospital, Doctors and other medical staff's great interest for being employed in the hospital for its favorable background and name, and increase patient's intention for visiting it.
- Improving competition hospitals
- Improving clinical outcomes in hospital

B. Influence of Brand on Patient Behavioral Expectation

- Improving patient satisfaction
- Increasing patients' awareness about the type and characteristics of health care provided
- Patients' appropriate decisions about ideal choice of hospital and health care
- Increased patients' satisfaction for choosing the correct choice needed
- Improving attitudinal loyalty and behavioral loyalty

- Suggesting other family members and relatives to get health care from the same hospital
- Having the tendency toward the same hospital readmission for getting the same healthcare service
- Attitudinal loyalty and behavioral loyalty (i.e. Consequences of consumer satisfaction).

C. Medical team in referral

- Improving ability of medical team in referral for choosing transfer of patients to receive optimal health care

Khosravizadeh O. et al(2017) analyze the factors that affect the success of hospital branding, which have many dimensions, such as brand equity, brand loyalty, brand image, brand awareness, brand trust, brand mark, brand promise, brand positioning, brand advocacy, brand attitude, brand personality, brand satisfaction, brand resonance, brand choice, and brand performance. It was very complex research and the result was very valuable, which can conclude the many dimensions of the success of branding and suitable with the research by Shama (2017) that finding the major factors affecting patients's satisfaction and loyalty at a health-care organization in India is a good brand image. This study can reflect the extent to which the current quality systems are effective in building a good brand image for India, such as: quality of objects, quality of process, quality of infrastructure, quality of interaction.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

From these studies we have managed to categorize even practical considerations that is considered as influence of

brand on hospital performance and patient behavioral expectation are influence of brand on hospital performance, influence of brand on patient behavioral expectation, Medical team in referral. But we have to consider the factors that affect the success of hospital branding, which have many dimensions, such as brand equity, brand loyalty, brand image, brand awareness, brand trust, brand mark, brand promise, brand positioning, brand advocacy, brand attitude, brand personality, brand satisfaction, brand resonance, brand choice, and brand performance.

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Table 1. Descriptive characteristics of the selected articles

Variabel	Jumlah (%)
Target Population	
Hospital	85,71
All Health Care Facilities	15,28
Study Setting	
Iran	42,86
India	28,57
Malaysia	14,28
Taiwan	14,28
Study Design	
Quantitative study	71,43
Systemic review	14,28
Literature review	14,28
Years of publication	
2017	42,86
2016	28,57
2011	14,28
2010	14,28

Table 2. Analysis of the Included Studies

No	Article Title	Authors	Research Method	Variables	Analysis	Result (+) and (-)
1.	A systematic review of medical service branding: Essential approach to hospital sector (2017)	Omid Khosravizadeh, Soudabeh Vatankhah, Mohammadreza Maleki.	Systematic review	<p>Dependent variable: the success of hospital branding</p> <p>Independent variable: brand equity, brand loyalty, brand image, brand awareness, brand trust, brand mark, brand promise, brand positioning, brand advocacy, brand attitude, brand personality, brand satisfaction, brand resonance, brand choice, and brand performance.</p>	<p>Analyze the factors that affect the success of hospital branding , which have many dimensions.</p> <p>But, the core of the dimensions are:</p> <ol style="list-style-type: none"> 1. Develop a new bran name: Convey the benefit 2. Change the message: It is about living well 3. Enhance the experience: Deliver a service the public demands 4. Determine whatdistinguishes the practice from others 5. Understand what branding will do for the practice 6. Support branding with effective systems 	<p>Branding strategies which have a role in creating successful and distinctive healthcare brand as well as creating brand equity include as follows.</p> <ul style="list-style-type: none"> • Recognizing hospital services and benefits • Clear expression of the conditions and benefits of each service (advertising: print media, billboards, and pamphlets) • Establishing 3C strategy (company mental identification, company behavior identification, and company visual identification • Extending the brand carefully • Protecting the brand Responsibility and brand auditing • Communication and competitive awareness • Positioning • Interactive and direct marketing. <p>Branding outcome and benefits are</p> <ul style="list-style-type: none"> • Increasing patients' awareness about the type and characteristics of health care provided • Patients' appropriate decisions about ideal choice of hospital and health care • Medical team' correct decision for referral and transfer of patients to receive optimal health care • Improving the performance of hospitals • Increased patients' satisfaction for choosing the correct choice needed • Suggesting other family members and relatives to get health care from the same hospital • Improving clinical outcomes in hospital • Creating a pleasant image of hospital • Doctors and other medical staff's great interest for being employed in the hospital for its favorable background and name • Developing favorable competition among hospitals

						<ul style="list-style-type: none"> • Having the tendency toward the same hospital readmission for getting the same healthcare service.
2.	Patient satisfaction and brand loyalty in health-care organizations in India(2017)	Vinay Sharma	Quantitative metode	<p>Dependent variable: patients' satisfaction and loyalty</p> <p>Independent variable: A good brand image which are built by Quality of objects, process, quality of infrastructure, quality of interaction and quality of atmosphere.</p>	The major factors affecting patients's satisfaction and loyalty at a health-care organization in India is a good brand image. This study can reflect the extent to which the current quality systems are effective in building a good brand image for India, such as: Quality of objects Quality of process Quality of infrastructure Quality of interaction Quality of atmosphere	<ul style="list-style-type: none"> (+) The study found positive relationships between all the 4Qs (Quality of objects, Quality of process, Quality of infrastructure, Quality of interaction) and patient satisfaction. (-) The present study did not find a positive relationship between the quality of atmosphere and patient satisfaction. Improvements in quality and in patient satisfaction require a good atmosphere and infrastructure in the forms of good relationships between the physicians, nurses, other hospital employees and the hospital. One probable reason could be that patients expect more of all the personnel involved in running the hospital, requiring them to behave cordially, which requires lots of training and the observation of standardized practices by all hospital workers. As patients do not perceive this aspect of private hospitals' practices to be good, it indicates that there are chances or there is scope for further improvement in this area.
3.	Significant components of service brand equity in healthcare sector (2010)	Hardeep Chahal, Madhu Bala,	Quantitative metode	<p>Dependent variable: Brand equity</p> <p>Independent variable: components of service brand equity (perceived service quality, brand loyalty, and brand image)</p>	Analyze significant components of service brand equity – i.e. perceived service quality, brand loyalty, and brand image – and analyze relationships among the components of brand equity and also their relationship with brand equity, which is still to be theorized and developed in the healthcare literature.	<ul style="list-style-type: none"> (+): The study findings reveal certain significant outcomes relating to brand loyalty and perceived quality. First, brand loyalty is linked with indicators associated with attitudinal loyalty and behavioral loyalty (i.e. consequences of consumer satisfaction). Second, to strengthen perceived service quality, patients indicate that hospital management should focus on staff behavior, assurance, and tangibility. Specifically, communication quality, prescription quality, promptness in response to queries, and caring attitude of the staff are considered by patients as important characteristics of staff behavior that contribute to perceived service quality .3. tangible factor items such as adequate stock of medicine, availability of state of art technology equipments and availability of parking facility also adds to perceived service quality. Organizations with high degree of service brand equity will be efficient in sustaining competitive performance
4.	Brand trust and image: effects on customer satisfaction (2017)	Sayed Hamid Khodadad Hosseini, Leila Behboudi,	Quantitative metode	<p>Dependent variable: customer satisfaction</p> <p>Independent variable: Brand trust and image</p>	Analyze brand trust and brand image effects on healthcare service users. Nowadays, managers and health activists are showing increased tendency to	<ul style="list-style-type: none"> (+): Findings indicated that brand image and customer satisfaction were significant and had a direct effect on healthcare service use.

					marketing and branding to attract and satisfy customers.	(-) Brand trust was not significant with customer satisfaction and had no effect on healthcare service use.
5.	Comparative Study of Branding in Iranian Public Hospitals and Some other Public Hospitals in Selected Countries (2016)	Elham Afzal, Mohammad Hossein Modarresi, Mohammad Reza Maleki and Amir Ashkan Nasiripour	Literature review	Dependent variable: The success of branding Independent variable: effective factors on public hospitals branding includes competitive positioning of the organization, branding strategies, brand positioning and customer relationship.	Analyze effective components on branding in selective hospitals that have influence for improving strong points, outcomes and titles earned by hospital.	(+) Subject public hospitals have done branding and were successful in this field. (+)Mainly in these hospitals objective efforts have been done for improving strong points, outcomes and titles earned by hospital. (+)Each of the subject hospitals use a strategy for hospital branding (+) Preserving brand positioning among customers and in the market as the effective factor in hospital branding, relates to improving the relationship between brand and customers and market. (+) recently hospital brand image has turned into an important factor for comparing hospitals by customers. (+) Success of branding projects among public hospitals relies on competitive ability. Hospitals tendency towards offering distinguished quality and according to customers' needs helps them be superior and valuable among customers. This also increases personality and self confidence. In subject hospitals in the present study competitive policies have been observed, which are a way of improving the level of performance and service acceptance. competitive activities leads the organization to more profit and chances for developing brand and this confirms the importance of competitive positioning of the brand Brand strategy improves the organization brand with recognizing customer favorableness and unique identity for the services and products and this Way brings value for the customer and identity for the organization. (+)Desired relationship of the organization with customer is a solution for long term customer satisfaction it even starts before direct contact with the customer and continues after the contact, subject hospitals tried to improve their brand using branding strategies
6	Antecedents of hospital brand image and the relationships with medical tourists' behavioral intention (2016)	TatHueiCham, YetMe eLim, NaiChiekAikand AlexanderGuanMeng Tay	Quantitative method	Dependent variable: medical tourists' behavioral intention Independent variable: Hospital brand image	Analyze the impacts of word-of-mouth and social media on hospital brand image Analyze the relationships between brand image, perceived service quality, patient satisfaction and behavioral intention.	The findings from the structural analysis indicated that both word-of-mouth and hospital-generated social media have a significant impact on brand image. Hospital brand image positively influences medical tourists' perception of service quality, and their perceived service quality is significantly related

						to their satisfaction, which in turn, leads to their behavioral intention.
7	The impact of hospital brand image on service quality, patient satisfaction and loyalty(2011)	Chao-Chan Wu	Quantitative metode	Dependent variable: Service quality, patient satisfaction dan loyaty Independent variable: hospital brand image	examine the relationship among hospital brand image, service quality, patient satisfaction, and loyalty.	(+) the results indicate that hospital brand image positively influences re-visit intention (+) service quality was positively associated with patient satisfaction (+) patient satisfaction was found to positively influence re-visit intention has a significantly positive impact on service quality (+) patient satisfaction was found to positively influence re-visit intention (-)hospital brand image has a positive effect on patient satisfaction, but this hypothesis was not supported (-)service quality has a positive impact on re-visit intention, but this hypothesis was not supported The results reveal that hospital brand image has both direct and indirect effects on patient loyalty. It means that a positive hospital brand image not only increases patient loyalty directly, but it also improves patient satisfaction through the enhancing of perceived service quality, which in turn increases the re-visit intention of patients. Hospital brand image indeed serves as a lead factor in enhancing service quality, patient satisfaction, and patient loyalty. In addition, the results imply that the path from service quality to patient satisfaction is a key avenue for the impact of hospital brand image on patient loyalty.
8	Hospital service-line positioning and brand image: influences on service quality, patient satisfaction, and desired performance	Lisa M. Sciuilli, Tracey L. Missien	a case study approach.	Dependent variabel: service quality, patient satisfaction, desired performance Independent variabel: hospital positioning and brand image	examined exploring service quality, patient satisfaction, and subsequent outcomes. The work provides a comprehensive analysis of how the organization is designed, promoted, and a successful marketing plan is implemented using positioning and branding strategies to effectively penetrate a market and foster ongoing patient/healthcare provider relationships.	(+) The improvement of Patient satisfaction reflects the advancements made with patient care pertaining to both their in-hospital experience and surgical outcome. (+)the improvement patient satisfaction reflects the advancements made with patient care pertaining to both their in-hospital experience and surgical outcome (+)a decline in patient length of stay conveys improved patient care and more rapid recovery. These factors contribute to decreased costs for patients, hospitals, and insurance carriers. total inpatient case net revenue declined by 24% and outpatient case net revenue decreased by 5%